

Official Side Event of the  
UNESCO World Conference MONDIACULT 2022

## Fair Culture – A Key to Sustainable Development

on 27<sup>th</sup> September 2022 from 10h00 a.m. to 1h00 p.m. (local time / 17h00 CEST)

at Goethe-Institut, Tonalá 43, Colonia Roma, 06700 Mexico City

and online via Zoom: <https://unes-code.zoom.us/j/87853367534?pwd=NFdHNXN4dmlwUTFiN0NwSkpRenRIUT09>

*Translation Spanish – English will be provided (in plenary and in one thematic session)*  
*Participants are encouraged to ask questions in English/French/German/Spanish*

Fair Trade principles address poor labour standards and global inequalities. While they have been widely implemented in several economic sectors over the last decades, cultural and creative sectors have not been part of the discussion.

This needs to change. Inequalities are a key challenge for the cultural sector and creative industries, particularly between countries of the Global South and the Global North, as highlighted in the latest UNESCO Global Reports on Culture. The reports show how cultural goods and services are increasingly disseminated in digital networks, transforming value chains. The COVID-19 pandemic also had a dramatic impact on artists and the entire cultural ecosystem, exacerbating inequalities, making the conversation about “Fair Culture” even more urgent.

Mobilizing for the international recognition of the pivotal role of culture for sustainable development, social inclusion, and international peace, the event advocates for the “Fair Culture” approach to become an integral part of reforms of the cultural sector and of a future UN framework for sustainable development.

The event takes on the recommendations of a vast international conceptual study “[Fair Culture – A Key to Sustainable Development](#)” carried out by the UNESCO Chair for Cultural Diversity at Laval University. The cooperation partners will gather a truly global group of experts at MONDIACULT 2022 to elaborate the concept of “Fair Culture” – adapting Fair Trade principles to cultural and creative sectors.

Further information on “Fair Culture” and registration form: [unesco.de/en/fairculture](https://unesco.de/en/fairculture)

*The event is jointly organized by:*

## Draft Agenda

10h00

### Welcome remarks by

**Johannes Ebert**, Secretary-General, Goethe-Institut Global and President of EUNIC (*online*)

**Maria Böhmer**, President, German Commission for UNESCO (*online*)

**Ernesto Ottone Ramírez**, ADG Culture, UNESCO

10h10

### Keynote by

**Miguel Ángel Munguía**, Board Member Fairtrade International and Producer representative from CLAC

10h20

### Introduction to the concept of “Fair Culture” by

**Véronique Guèvremont**, UNESCO Chair on the Diversity of Cultural Expressions, University Laval, Québec, Canada

10h30

### Comments by

**Friederike Kärcher**, Head of Division, ICT sector, creative industries, culture, sport, German Federal Ministry for Economic Cooperation and Development (BMZ) (*online*)

**Maria Manjate**, “Young Expert for Fair Culture”, Programme Officer at Observatory of Cultural Policies in Africa (OCPA), Mozambique

**Keith Nurse**, Principal Sir Arthur Lewis Community College, Saint Lucia (*online*)

**Jorge Sánchez Sosa**, Member of the EU/UNESCO Expert Facility for Cultural Diversity and Film Producer, Mexico

10h45

### Q&A

11h20

*Health break*

11h30

### Parallel thematic sessions hosted by international experts

#### 1. Preferential Treatment as a precondition for “Fair Culture” – How to build fair conditions for trade and cooperation in the cultural sector?

[Classroom 1]

**Keith Nurse**, Principal of the Sir Arthur Lewis Community College in Saint Lucia (*online*)

**Kimmo Aulake**, Ministerial Advisor, Ministry of Culture and Education, Finland

#### 2. Fair working conditions in the cultural sector, cultural rights, and social protection for cultural professionals and artists – Priorities and good practices for “Fair Culture” to “build-back-better” after the COVID-19 Pandemic

[Auditorium]

**Mariachiara Esposito**, Policy Officer, Cultural Policy Unit (EAC), European Commission (*online*)

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**Joy Mboya**, Executive Director, The GoDown Arts Centre, Kenya (*online*)

**Peter Reuss**, Ambassador/Permanent Delegate of Germany to UNESCO

**Kenza Sefrioui**, Founder, publishing house En Toutes Lettres, Morocco (*online*)

**Jorge Sánchez Sosa**, Member of the EU/UNESCO Expert Facility for Cultural Diversity and Film Producer, Mexico

### 3. Diversity of cultural expressions and cultural value chains in times of Digitization – Implications and new necessities for “Fair Culture”

[Classroom 3]

**Marie-Julie Desrochers**, General Secretary, IFCCD

**Alexandre Navarro**, General Secretary, French National Commission for UNESCO

**Beat Santschi**, President, IFCCD

### 4. Mobilizing for "Fair Culture" as a holistic approach – How to integrate collective intelligence of the cultural and creative sector, indigenous groups, actors from tangible and intangible heritage, Fair Trade movement as well as the private sector?

[Classroom 4]

**Kiwar Maigua**, “Young Expert for Fair Culture”, Co-founder and member of the Executive Board, Kichwa Institute of Science Technology and Humanities, Ecuador

**Hiroko Tsuboi-Friedman**, Member of the EU/UNESCO Expert Facility for Cultural Diversity and Co-Founder of Culture All Nippon, Japan (*online*)

12h20

*Health break*

12h30

### Presentation of key recommendations for MONDIACULT 2022 and beyond by hosts of the thematic sessions

[Auditorium]

**Kimmo Aulake**, Ministerial Advisor, Ministry of Culture and Education, Finland

**Peter Reuss**, Ambassador/Permanent Delegate of Germany to UNESCO

**Marie-Julie Desrochers**, General Secretary, IFCCD

**Kiwar Maigua**, “Young Expert for Fair Culture”, Co-founder and member of the Executive Board of Kichwa Institute of Science Technology and Humanities, Ecuador

12h55

### Closing words and outlook

**Patricia Ariza**, Minister of Culture of Colombia

13h00

*End of the workshop*

The side event will be facilitated by **Sabine Pflieger**, Professor at Universidad Nacional Autónoma de México

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